

Message Text

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PAGE 01 STATE 129311
ORIGIN COME-00

INFO OCT-01 EUR-12 ISO-00 EB-08 SIG-03 ABF-01 SS-15
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DRAFTED BY COM/BED/OIM/226/CALSTON/ATG
APPROVED BY EB/OCA/C JJRE LY
COM/BED/OIM/226/PBFIELD/CMM
COM/BED/OIM/222/CBARRETT/DM
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EUR/RPE/RLAMANTIA
EUR/NE/WNEWLIN
EB/OCA/CM/SPHARRIS
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R 212256Z MAY 78
FM SECSTATE WASHDC
TO AMEMBASSY THE HAGUE
INFO AMEMBASSY BONN
AMEMBASSY BRUSSELS
AMEMBASSY COPENHAGEN
AMEMBASSY DUBLIN
AMEMBASSY LONDON
AMEMBASSY LUXEMBOURG
AMEMBASSY PARIS
AMEMBASSY ROME

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E.O. 11652:N/A

TAGS: BEXP, NL

SUBJECT: NETHERLANDS COUNTRY COMMERCIAL PROGRAM: SECOND
QUARTER FY'78 WCAG REVIEW

REF: THE HAGUE 1876
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1. THE WASHINGTON COMMERCIAL ACTION GROUP (WCAG) FOR THE
BENELUX COUNTRIES MET ON MAY 1 TO REVIEW THE POST'S SECOND
QUARTER PROGRESS REPORT ON THE FY'78 CCP. WCAG IS PLEASED
WITH THE RESULTS ACHIEVED BY THE POST SUCH AS THE FOREIGN
BUYERS PROGRAM AND THE INCREASED TRAVEL TO USA PROGRAM.

2. WCAG COMMENTS ON SPECIFIC PROGRAM ACTIONS FOLLOW:

(A) CONSUMER GOODS, CAMPAIGN ONE (REFTEL, PARA. 1) - WCAG CONGRATULATES POST FOR EXCELLENT NUMBER OF TO SUBMISSIONS FOR CONSUMER GOODS WHICH EXCEEDED THE SECOND QUARTER GOAL BY 53. WE ASSUME THIS WAS ACHIEVED FROM CALLS AND MAILINGS (CAMPAIGN ACTION TWO) AND CALLS ON KEY RETAIL CHAINS AND TRADE ORGANIZATIONS (CAMPAIGN ACTION FIVE). WOULD APPRECIATE LEARNING HOW POST WAS SO SUCCESSFUL.

(B) WCAG NOTED THE POST'S CLOSE SUPPORT OF PETROTECH. POST HAS BEEN VERY ACTIVE IN SUPPORT OF IMC COLOGN, IN PREPARING

KEY PROSPECT AND REPFIND LISTS.

(C) TRAVEL TO USA - WCAG COMMENDS POST FOR OUTSTANDING INITIATIVE IN NEGOTIATING WITH PAN AM FOR RELOCATION OF THE AMERICAN TOURIST INFORMATION SERVICE TO PAN AM OFFICE IN AMSTERDAM AT NO COST TO USG.

(D) FOREIGN BUYERS PROGRAM - WCAG TOOK SPECIAL NOTE OF THE 250 DUTCH BUSINESSMEN PARTICIPATING IN THE GROUP FLIGHT TO THE OFFSHORE TECHNOLOGY CONFERENCE IN HOUSTON. THIS IS ONE OF THE LARGEST SINGLE COUNTRY DELEGATIONS IN THE HISTORY OF THE PROGRAM. IN VIEW OF THE TOTAL POPULATION OF THE NETHERLANDS WCAG CONSIDERS THIS REMARKABLE. WCAG UNCLASSIFIED

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REQUEST THE POST SEND CABLE OUTLINING ACTIONS TAKEN TO ACHIEVE SUCH GOOD RESULTS FOR BENEFITS OF OTHER POSTS AND WASHINGTON.

3. COMPUTERS AND RELATED EQUIPMENT (REFTEL, PARA 1. F)- WCAG ASSUMES POST MEANT TO SAY THAT BRA FOR GLOBAL MARKET RESEARCH QUOTE NOT UNQUOTE RECEIVED BY POST. MESSAGE WE RECEIVED SAID QUOTE NOW UNQUOTE. PLEASE REFER AGAIN TO FIRST QUARTER WCAG REVIEW REPORT (STATE 048978, PARA C).

4. DISTRIBUTION OF CCP REPORTS - WCAG REQUESTS THAT ALL FUTURE CCP QUARTERLY REPORTS BE SENT INFO TO ALL EC CAPITALS IN BELIEF THAT EUROPEAN POSTS CAN BENEFIT FROM THIS MUTUAL EXCHANGE OF INNOVATIVE IDEAS BY POST.

5. POST REPORT WAS RECEIVED IN THREE LONG PARAGRAPHS. TO FACILITATE READINGS, WCAG REQUESTS BREAKING DOWN REPORT INTO SEPARATE PARAGRAPHS. VANCE

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
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Copy: SINGLE
Draft Date: 21 may 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1978STATE129311
Document Source: CORE
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Drafter: BED/OIM/226/CALSTON/ATG
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D780214-1205
Format: TEL
From: STATE
Handling Restrictions: n/a
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Litigation History:
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Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
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Reference: 78 THE HAGUE 1876
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 29 mar 2005
Review Event:
Review Exemptions: n/a
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TAGS: BEXP, NL
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